

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 06047 100633Z

ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 ICA-20 PA-02 CIAE-00

INR-10 NSAE-00 /053 W

-----067749 100634Z /15

P 100605Z APR 78

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC PRIORITY 6916

UNCLAS TOKYO 06047

PASS COMMERCE/BIEPR FOR GLICK

E.O. 11652:NA

TAGS: BEXP, JA, US

SUBJECT: PROPOSED STATEMENT BY SECRETARY OF COMMERCE

. FOR DENTSU'S ADVERTISING SUPPLEMENT IN

. BUSINESS WEEK MAGAZINE

REF: KLEIN/GLICK TELECON, 3/31

1. PARA 2 BELOW CONTAINS TEXT OF LETTER TO COMMERCIAL COUNSELOR FROM DENTSU ADVERTISING LTD., INDICATING THAT DENTSU ACCEPTS OUR PROPOSAL TO INCLUDE--WITHOUT CHARGE--STATEMENT BY SECRETARY KREPS IN ITS ADVERTISING SUPPLEMENT TO JULY 24 EDITION OF BUSINESS WEEK. LETTER IS SIGNED BY SHUZO ISHIKAWA, MANAGER, MEDIA DEPARTMENT, INTERNATIONAL ADVERTISING DIVISION. EMBASSY PHONED ISHIKAWA AFTER RECEIPT OF LETTER TO INQUIRE REGARDING DENTSU'S DEADLINE. DENTSU WISHES TO RECEIVE SECRETARY'S STATEMENT BY MAY 15 (RPT) MAY 15.

2. BEGIN TEXT. IT WAS VERY KIND OF YOU TO CALL ME ABOUT THE REACTION BY WASHINGTON TO BUSINESS WEEK'S JAPAN SECTION. I FULLY UNDERSTAND THE UNCLASSIFIED

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SITUATION THAT THE DEPARTMENT OF COMMERCE IS PLACED IN CONCERNING BUYING ADVERTISING SPACE.

AS FOR THE POSSIBILITY OF GETTING SECRETARY KREPS' MESSAGE TO THE READERS OF THE SECTION, I BELIEVE THAT IT WILL MAKE THIS SECTION MORE MEANINGFUL AND CONVINCING. I WOULD VERY MUCH LIKE TO HAVE

IT AND WOULD ALSO DEEPLY APPRECIATE ANY HELP
YOU COULD PROVIDE IN SECURING IT FOR THE SECTION.
IF IT IS AVAILABLE, WOULD YOU LET US HAVE ABOUT
400 WORDS (EQUIVALENT TO A HALF-PAGE) PLUS HER
PORTRAIT.

THANK YOU VERY MUCH AGAIN FOR YOUR GENEROUS
COOPERATION. END TEXT.

MANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: TOKYO
Handling Restrictions: n/a
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Page Count: 2
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Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3016720
Secure: OPEN
Status: NATIVE
Subject: PROPOSED STATEMENT BY SECRETARY OF COMMERCE . FOR DENTSU'S ADVERTISING SUPPLEMENT IN . BUSINESS WEEK MAGAZINE
TAGS: BEXP, JA, US
To: STATE
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/0c5a20b3-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
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